

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554**

In the Matter of	)	
	)	
	)	
U.S. Department of Health and Human Services	)	CC Docket No. 07-271
Substance Abuse and Mental Health	)	
Administration Petition for Permanent	)	
Reassignment of Three Toll Free Suicide	)	
Prevention Hotline Numbers	)	
	)	
Toll Free Service Access Codes	)	CC Docket No. 95-155
	)	
	)	

**DECLARATION OF REESE BUTLER**

I, Reese Butler declare the following:

1. My name is H. Reese Butler, II, I am over eighteen years of age, and I have personal knowledge of the statements made in this declaration and/or believe them to be true to the best of my knowledge and belief.

**The Kristin Brooks Hope Center Background and Costs**

2. I am the President & Founder of the Kristin Brooks Hope Center ("KBHC"). As the President, I oversee the day-to-day operations of KBHC with the oversight of KBHC's Board of Directors. I founded KBHC as a means of paying tribute to my wife following my wife's suicide in 1998 after a battle with postpartum depression. Since its founding, KBHC has grown in size and scope, and now operates 12 nationwide toll free telephone numbers that help callers in crisis reach critical counseling services. These include lines for the general public, such as 800-442-HOPE, as well as specialized lines for specific populations, such as military veterans, new mothers, and others. Prior to the Federal Communications Commission's ("FCC") temporary reassignment of 1-800-SUICIDE, 1-888-SUICIDE, and 1-877-SUICIDA ("the suicide prevention hotlines"), KBHC operated those numbers for more than seven years. During that time over 2 million calls were received and the lines were credited with saving thousands of lives.

3. The twelve hotlines that KBHC currently operates are: (1) the Spanish Hotline, 1-800-SUICIDA, [www.suicida.org](http://www.suicida.org), (2) the Hopeline, 1-800-442-HOPE, (3) the Youth America Hotline 1-877-YOUTHLINE, [www.youthline.us](http://www.youthline.us), (4) the veteran peer counseling hotline, 1-877-VET2VET, [www.veteranscall.us](http://www.veteranscall.us), (5) the post-partum depression hotline, 1-800-PPDMOMS, [www.ppd moms.us](http://www.ppd moms.us), (6) the graduate student hotline, 1-800-GRADHLP, [www.gradhelp.org](http://www.gradhelp.org), (7) the Psychiatric Emergency Response Network, 1-866-FOR-PERN, [www.pern.us](http://www.pern.us), (8) the Ring to Hopeline Network, 1-800-722-9498, (9) the Ring to Hopeline Network, 1-800-827-7571, (10) the Ring to Hopeline Network, 1-877-495-0009, (11) the Ring to Hopeline Network, 1-888-861-8460, and (12) the Ring to Hopeline Network, 1-866-771-1276. The percentage of costs for operation of each of these hotlines is as follows:

1-800-SUICIDA accounts for approximately 33% of KBHC's hotline costs.  
1-800-442-HOPE accounts for approximately 29% of KBHC's hotline costs.  
1-877-YOUTHLINE accounts for approximately 15% of KBHC's hotline costs.  
1-877-VET2VET accounts for approximately 14% of KBHC's hotline costs.  
1-800-PPDMOMS accounts for approximately 5% of KBHC's hotline costs.  
1-800-GRADHLP accounts for approximately 3% of KBHC's hotline costs.  
1-866-FOR-PERN accounts for approximately 01% of KBHC's hotline costs.  
1-800-722-9498 accounts for less than 01% of KBHC's hotline costs.  
1-800-827-7571 accounts for less than 01% of KBHC's hotline costs.  
1-877-495-0009 accounts for less than 01% of KBHC's hotline costs.  
1-888-861-8460 accounts for less than 01% of KBHC's hotline costs.  
1-866-771-1276 accounts for less than 01% of KBHC's hotline costs.

4. The average length of KBHC's hotline calls is 8 minutes per call and 35 minutes per crisis intervention call. According to the data publicly released by SAMHSA, these call times are comparable to the call times for the three suicide prevention hotline numbers currently administered by SAMHSA. The current per minute rate that KBHC pays for calls is \$0.069 and, therefore, the average cost per call is \$0.55. KBHC's telecommunications provider has committed to a per minute rate of \$0.04 once the call volume increase associated with adding the 1-800-SUICIDE, 1-888-SUICIDE, and 1-877-SUICIDA lines occurs (estimated to bring call volume to 300,000 minutes or more per month). See Attachment A to this Declaration.

5. KBHC currently budgets \$5,000 per month for its hotline expenses, but generally only spends \$3,500 per month, of which approximately \$950 is for telecommunications costs. KBHC does not anticipate any increase in hotline costs. The average monthly cost breakdown is as follows:

Expense	Amount
Network Management (contractual)	1,000.00
Authorize.net	40.00
Rent	260.00
iContact email newsletter	60.00
SunTrust donation processing fees (\$150-200+ a month)	50.00
Credit Card fee	6.00

Internet service (Centreville)	70.00
Basecamp	49.00
Gotomeeting fee	49.00
1800SUICIDA fee	50.00
Cell phone service	310.00
Office phone service	122.00
Insurance	250.00
Micktel phone bill	950.00
GoDaddy	25.00
USPS/Postage	30.00
Electric service (Centreville)	220.00
Toal, Griffith, Ayers fees (accounting)	varies
Kelley Drye (legal)	varies

Total \$3,541.00

6. KBHC estimates that the return of 1-800-SUICIDE, 1-888-SUICIDE, and 1-877-SUICIDA to its network of hotlines will increase its monthly costs by about 215% and its monthly telecommunications costs by an average of \$5,840.00. This estimate is based on SAMHSA's published data regarding current call volume and call times for the three suicide prevention hotlines. Because KBHC will route calls from these three suicide prevention hotlines to the same call centers that it currently uses, there will be no additional costs associated with call centers.

### **Kristin Brooks Hope Center Funding**

7. KBHC's private donations and grants have provided the necessary resources for KBHC to operate since it lost its government funding and had to abruptly turn to private financing sources. None of KBHC's toll-free numbers have been suspended or unfunded at any time since they were put into service by KBHC.

8. Since 2007, KBHC's annual revenue has been near or in excess of \$200,000.

9. KBHC anticipates funding of approximately \$100,000 per year in private donations in the foreseeable future. For the past four years, KBHC has received between \$99,000 and \$120,000 in private donations per year and has no basis to anticipate that this will change.

10. KBHC anticipates grants of approximately \$100,000 per year in the foreseeable future. This expectation is based both on a history of receiving such grants, as well as a written commitment from one of our largest grantors to continue such grants for at least the next four years. In the past, KBHC has received grants in amounts ranging from \$10,000 to \$91,000. These grants include a \$20,000 grant from the Salmon Foundation Veterans last year and one for \$10,000 the previous year. These grants also include a grant every year since 2006 from "To Write Love on Her Arms" ("TWLOHA") which is a non-profit dedicated to providing support

for people suffering from depression, addiction, self-injury or suicidal thoughts. In both 2009 and 2010, the grants from TWLOHA were in the amount of \$91,000. In 2010, TWLOHA made a written, five year commitment to continue its support of KBHC.

11. Since 2001, KBHC has been sponsoring a concert tour that serves both an educational and outreach purpose, as well as a fundraising one. From 2001 until 2007, the tour was the "Take Action Tour" and KBHC received 10% of the gross ticket sales from that tour. In 2007, KBHC began the "Pick Up the Phone Tour" and, since its inception, has received a percentage of merchandise sales for the tour. This year, in addition to all of the proceeds from merchandise and sponsorship sales, KBHC will be receiving 10% of the Pick Up the Phone Tour gross ticket sales. Last year, the gross ticket sales for this tour were approximately \$1 million. The Pick Up the Phone Tour headliner is a much bigger draw this year and, thus, projections are that the ticket sale proceeds will exceed last year's one million dollars and KBHC will receive more than \$100,000 from this event. Tour proceeds from both of these tours over the last ten years have increased every year and over the course of those ten years generated an average of about \$60,000 in revenue per year for KBHC. This year there are four \$50,000 sponsorships of the Pick Up the Phone Tour being sold by KBHC and a title sponsorship anticipated to sell for \$250,000. KBHC has already sold one of the \$50,000 sponsorships.

12. This year KBHC is the beneficiary of the Festival for Humanity. *See Attachment B* to this Declaration. This Festival is both an educational and a fundraising event, with a concert that includes performances by numerous high profile performers (including Soul Asylum, Good Charlotte, Third Eye Blind, Finger 11, and Sister Hazel). This will entitle KBHC to 33% of the gross merchandise sales made in connection with the festival, as well as 10% of the gate proceeds. The current estimate of expected gate proceeds is that they will exceed \$1,000,000, entitling KBHC to \$100,000.

13. Each year, KBHC holds Alive Mental Health Fairs at college campuses across the country. These fairs are another event that serves both an education purpose and a fundraising purpose. This year, KBHC has also contracted to hold 20 of these Alive Mental Health Fairs. Revenue from these fairs is anticipated to reach \$70,000.

14. In addition, the organization PostSecret is holding an event in April to benefit KBHC. The already sold out event is anticipated to raise \$20,000 for KBHC.

15. For fiscal year 2011, KBHC has already received \$180,000 in revenue. In addition, it already has contracts in place for another \$140,000 before the close of the fiscal year. KBHC expects to identify and realize income in addition to this already identified \$320,000.

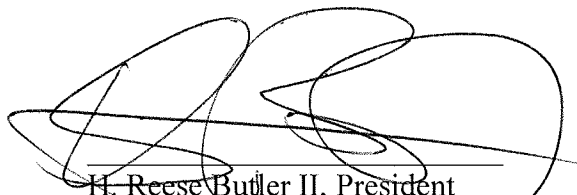
16. KBHC is continuing to search for and develop other revenue and fundraising sources. As indicated by the new sources of funding that KBHC has developed each year, it is likely that additional funding will come in this year. To that end, KBHC has contracted with a media group to do additional fundraising for the organization under a 5 year contract.

### **Government Funded Hotlines**

17. Upon information and belief, the following are among a few examples of toll free numbers that are government funded but not government owned: (1) National Suicide Prevention Lifeline Crisis Center 1-800-273-TALK, funded but not owned by SAMHSA (Government Grants \$3,649,410); (2) SAMHSA's 24-Hour Toll-Free Treatment Referral Helpline, 1-800-662-HELP, funded but not owned by SAMHSA; (3) SAMHSA Oil Spill Hotline, 1-800-985-5990, funded but not owned by SAMHSA; (4) Prevention and Treatment of Poisoning, 800-222-1222 (Government Grants \$2,468,538); (5) the National Runaway Switchboard, 800-621-4000 (Government Grants \$1,640,240); (6) the National Domestic Violence Hotline, 800-799-SAFE is owned by the Texas Council on Family Violence (Government Grants \$6,036,682); (7) the National Child Abuse Hotline, 800-4-A-CHILD (Government Grants \$9,764,828; (8) Family Violence Prevention Fund/Health Resource Center, 800-313-1310 (Government Grants \$4,991,552); (9) Mothers Against Drunk Driving, 800-418-6233 (Government Grants \$9,037,862); (10) National Center for Missing and- Exploited Children, 800-THE LOST (Government Grants \$31,715,505); (11) National Center for Victims of Crime, 800-394-2255 (Government Grants \$2,109,563); (12) National Fraud Information Hotline, 800-876-7060 operated by the National Consumers League (Government Grants \$2,109,563); and (13) National White Collar Crime Center, 888-693-2874 (Government Grants \$8,763,000).

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and information and belief.

February 25, 2011



H. Reese Butler II, President  
Kristin Brooks Hope Center

# **ATTACHMENT A**

# MICKTEL CORP

**2-10-2011**

Kristin Brooks Hope Center  
Reese Butler  
1250 24<sup>th</sup> St. NW Suite 300  
Washington, DC 20037

Dear Reese,

I am writing to both confirm the Good Standing of your account and to reiterate our commitment to supporting your cause. A review of your account shows a perfect payment history and that your account is current and in good standing. We appreciate your consistent attention to the financial details associated with your account.

We are ready to begin routing 1-800-SUICIDE calls at your convenience. We are estimating usage on the order of 300,000 minutes per month. As with your current lines, we will provide routing to an unlimited number of support resources throughout the country with redundant rollover to secondary, tertiary, etc. locations. Real-time tracking and complete reporting will be provided as well. We are committed to providing service at 4 cents per minute and working to find ways to lower that cost in the future.

The service you provide is priceless. Through your efforts and perseverance, countless lives have been saved. We are honored to do our part to ensure those in need can reach the help they desperately need to work through their situations.

Sincerely,

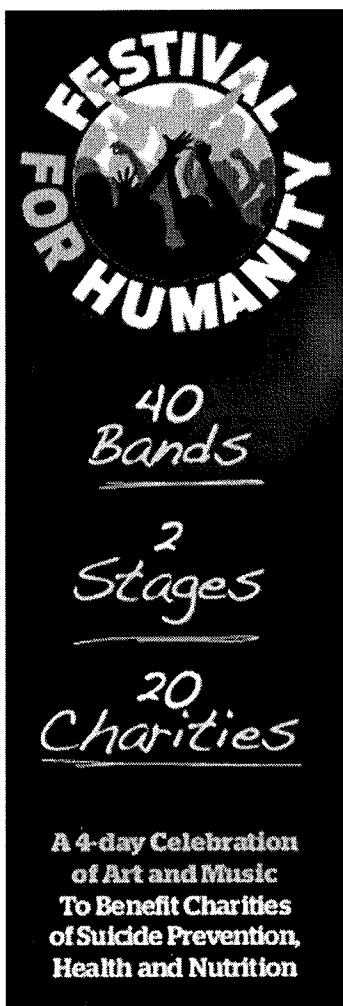


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# **ATTACHMENT B**





## Memorial Weekend Media Announcement

2011 is shaping up to be a banner year as we announce the Festival for Humanity to the media in March. The following highlights for launch will be detailed in the ensuing press kit available through Big Picture Media, NYC. Designed as an annual event, Festival for Humanity is dedicated to bring change to the lives of each person that it reaches and we are honored to present a theme of Suicide Prevention, Health and Nutrition for 2011.

### HUMANITY VILLAGE

Humanity Village will be anchored by *Kristin Brooks Hope Center* and the many affiliated charities related to Suicide Prevention. *The American Red Cross*, *YMCA*, *Feeding America*, *Music for Humanity*, *DALI*, *Farm Aid Regional Growers* and a long list of others will be joining in support with a focus on health and nutrition as a foundation for strong mental health. With weekend attendance expected to reach 25,000 to 30,000 people, we are confident that the awareness, outreach and fund raising achieved through the festival will set a new standard for a "first of its kind" event. In addition to all direct giving generated by the festival, Woodfired Management, LLC, Mountain Creek Resort and the many artists of the event weekend will contribute a portion of their fees and income to the attending charities. Woodfired Management will share 33% of all Festival for Humanity related merchandise directly with KBHC and has pledged 10% of all Net Ticket Sales to the charities of Humanity Village. These shared revenues should accumulate into the hundreds of thousands as the festival unfolds.

### CONCERT VENUES

There will be two stages for entertainers, the Main Stage or Humanity Field will be an outdoor venue with a capacity of approximately 13,000 and a Second Stage or Humanity Village Stage will accommodate up to 3,000 in a covered setting. Headlining artists are falling into place with the signing of *Finger 11* and *CC Coletti* for Friday, *Third Eye Blind*, *Soul Asylum*, *Coolie Ranx* and *Good Charlotte* for Saturday, *Pick Up the Phone* Tour Headliner *Rebbie Jackson* and *American Idol* *Hopeful Caleb Hawley* on Sunday, and on Monday, the legendary New Jersey reunion band *From Good Homes* co-headlines with Canada's top band *The New Pornographers* and *Sister Hazel*. With a few more big name artist announcements left to be shared, they will all be supported by the finest Rock, Soul, R&B, Folk and Jazz original artists emerging today. We are confident that our line-ups will rival those of some of the biggest festivals across the nation and draw to near capacity levels.

### MOUNTAIN CREEK & CRYSTAL SPRINGS RESORT

Located just 47 miles from the George Washington Bridge, Mountain Creek is the New York metro area's closest ski resort, offering 167 skiable acres on four mountain peaks, 100% night skiing, the region's highest vertical and the East Coast's only true All Mountain Terrain Park south of Vermont. The resort also offers Mountain Biking at their Diablo Freeride Park, home of the U.S. Open of Mountain Biking, coincidentally held during the same weekend. There are seven golf courses on the resort property, a large water park, full-service spa, miles of hiking trails and Gondola rides. Ample lodging is available on-site as well as several camping options nearby. Mountain Creek and Crystal Springs Resorts will be the exclusive food and beverage providers for the event aligned with the theme of health and nutrition featuring whole food options to elevate a finer experience for the fan.

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